



**The Story of Apple** is a string of success. So how was this IT giant created? How and what made Apple what it is? Behind the success is a man named Steve Jobs, and endless determination. Apple has come from just two college dropouts in a garage to a billion dollar industry, perhaps a embodiment of pop culture itself. It has released undoubtedly products that changed the game; the iPod, the original iMac, and

numerous others such as the iPhone and iTouch. Apple has become a part of our culture, a company that creates the new “it” product.

### **The Beginning**

Apple was first started in Steve Job’s garage. Back then there were only two people; Steve Jobs and Steve Wozniak, two college dropouts who had no idea about what to do with their lives. They started out making personalized computers for their own use. These homemade computers were seen by their friends, families, neighbors, and soon they had orders coming. They came to a point where they had two hundred orders for their computers. The two college dropouts were making money, and fast. Jobs and Wozniak realized that with computers, they could change their lives. Ten years later, Apple would become a company of 4000 employees and net worth of millions of dollars.



Steve Jobs and Steve Wozniak

### **Getting Fired by the Company You Created**

Everything seemed to be going smoothly. Apple virtually had no competitors, they were the first of their kind. Then Jobs was fired. Apple had just hired a new CEO named John Sculley and opinions were clashing. So Jobs was fired. But ironically, getting fired was one of the best things that ever happened to him and Apple. During his exile, Steve Jobs would go on and create a solid base for his return. And during 10 years he had created Pixar, the world’s first computer animation studio, and NeXT. NeXT now serves as a technological core of Apple’s current renaissance. While Jobs was finding success again, Apple was in a horrible state. They were running out of ideas and money. Steve Jobs was called back, in hopes of reviving Apple.

**“ We don’t know what the people want. The people themselves don’t know what they want. They won’t want it until they see it. ”**

### **The Return**

Apple was on a losing streak, it was losing more than ten billion dollars a year, on top of that people didn’t have a great outlook on Apple. When Jobs came back, he was ready for action. He knew that he would have to take drastic measures to make apple successful again. Jobs first started by cutting down on expenses he saw unfit; he reduced the number of projects from fifty to about ten. The engineers were bewildered, they asked why and Job asked them what all those forty experiments had in common. The engineers couldn’t answer, Job said: “They’re totally useless.” In order to change Apple, Jobs concentrated on changing the image of the company first. He took the

weakness of the company and turned into a strength. He said that the few, the losers were the creative, innovative, original people. He changed the logo of the company into “Think Different.” It worked.

Jobs knew what the people wanted; in that perspective, he was different from other CEOs. He thought of the customers first. When coming up with ideas, Jobs said, “Don’t try to think what people want, they don’t know what they want until they see it.” The next year, Apple released a new product that would shake America: the iMac.

“ **Think Different. Be Unique.** ”



### **The iMac**

Computers were all the same; boring, grey, ugly, and unlikeable. The world was just about to enter the 21st century. People were looking for change. Jobs knew this and he also knew that Apple’s next product had to be a success or else everything would be lost. In 1998 the first iMac was introduced to the world. And it was a complete success. The iMac was different from other mainstream computers. People loved it, it was new and different; colorful and easy to use. The eye appeal was its greatest strength. The iMac came in thirteen different colors and people loved it. It was as Steve Jobs said, “It looks so good that you want to eat it.” The iMac would be featured in pop culture throughout the beginnings of the 2000s giving it constant publicity. So the iMac kept on selling. Encouraged by the iMac’s success, Apple would start working on its next product, a product that would dominate the music and film industry: the iPod.

### **The iPod**

The iPod started off from a smile. A smile that Steve Jobs made almost thirteen years ago would change the world. Steve Jobs knew that Apple had the potential to dominate the music industry. At the time, there were very few portable music players. The ones that were out had no big screens, and most importantly, if you had a thousand songs, you would click a thousand times to get to a song. Jobs knew that Apple’s next product had to be even greater than the iMac. He also knew that people wanted a product that



would be easy to use. So he set one goal in creating the iPod, consumers would need to get to their song in under three clicks. The engineers were bewildered.

They had twelve months to create the new product and they had no idea how to do it. Then came in the click wheel. No longer would people have to constantly click buttons for a song. In 2001, Apple presented the iPod at its Keynote

Presentation. Steve Jobs, dressed in jeans and a black shirt, took the iPod out from his pocket. Reporters were bewildered but they would soon learn that they were seeing a product that would change America. The iPod wasn't the greatest product in the market, it didn't have the biggest memory, and it wasn't compatible with Windows users. What made the iPod so successful is all thanks to loyal fans of Apple products. They are the ones that made the iPod what it is today. Fans of Apple would show and promote the product to everyone, their family, friends, and even strangers. Soon celebrities were using it, your favorite DJ in the club was using it, every cool person was using it. The distinctive white earphones were seen on every street, making people think "What is that?" The iPod became a cultural icon. Everyone had it, and if you didn't, you were not part of the trend. After the first iPod, Apple created iPods with a color screen, a radio, a video player, a touch screen, and even a camera. Apple has broken every boundary that we thought was possible for a portable music player. iPods kept coming out and people who even had iPods bought the new versions. And that was already a couple of hundred dollars itself. But what Apple gained the most was from iTunes.



## iTunes

While Apple was developing the iPod they knew that it needed a software for organizing and storing music files on a computer. With the technology from NeXT, they were able to create iTunes. iTunes itself was a perfect program; visually appealing and easy to use. In 2001, Napster, a popular online file sharing service, was closed down due to copyright violations. Napster had been highly popular though, it had allowed people to



share their music with others; instead of having to buy the whole CD, people could get just the songs. Jobs saw this as a great opportunity to create an online music store, one that would be compatible with iTunes, allowing iPod users to purchase music. There weren't any other online music stores, and ones that existed did not provide the service that people were looking for. Jobs knew that in order to make the iTunes Music Store happen, he would have to try his hardest. One of the things that Jobs noticed was that people wanted certain songs instead of the whole album, he would have to convince labels and artist to let their songs be sold individually. The labels were horrified, they thought that doing so people would never buy albums again. Instead labels believed that they could "lend" songs by letting people listen to them for a limited time. Jobs disagreed he knew that consumers would never do that, they would only spend their money if they could own the music. Finally he was able to convince artists to try selling their songs individually. The outcome? Complete success. Itunes Music Store is currently the largest online music store, now not only does it sell music but music videos as well as movies.

### **Apple, Where is it Headed Now?**

Apple has come a long way. From just two college dropouts, it has become one of the most successful and innovative companies that people have ever seen. So what is Apple's future? Almost every product that it has created have been a success. And now Apple is dominating the music, film, and even cellphone industry. How far can Apple go now? There seems to be endless possibilities. Who know what Apple will do next. Every time they introduce a new product, they break the boundaries of what we thought was possible. And there is no doubt that they will continue on to do so. So be daring. Be unique. Think different.

